

# COOKOUT KING BACKYARD COOKOUT FUNDRAISING TOOLKIT



# INTRODUCTION

You can help people affected by CMN, NCM, and related conditions have a brighter future by raising funds for Nevus Outreach. Fundraising events have an added benefit; they help raise awareness of CMN, NCM, and related conditions, and the Nevus Outreach. The more people who know about this condition in the medical and the general public, the more likely people will help advance our mission.

The most powerful way we can raise funds and awareness is through you—our volunteers. You are our champions. You are the one making your mark. Your circles of relatives, friends, co-workers, and neighbors, your knowledge, your personal journey, and your commitment cannot be matched by anyone outside of our community. This guide walks you through the steps to set up your own 'Backyard Cookout' event and explains how the Nevus Outreach can help.

Supporting you, supporting each other.

**If you have any questions, contact us at [info@nevus.org](mailto:info@nevus.org)**

Thank you for supporting and advancing our mission to empower and connect people touched by CMN, NCM, and related conditions through awareness, advocacy and research!



# 'COOKOUT KING'

## BACKYARD COOKOUT EVENT IN FIVE EASY STEPS

This summer, turn your backyard into a place of purpose! As part of Nevus Outreach's Cookout King fundraiser, a backyard cookout does more than just serve great food—it supports individuals and families affected by congenital melanocytic nevi (CMN).

Gather your friends, fire up the grill, and turn a summer afternoon into a meaningful event. Whether it's hot dogs and hamburgers or a full BBQ spread, your cookout helps raise critical funds for Nevus Outreach's mission.

Be the king (or queen!) of your community this summer—and make your backyard the heart of something bigger.



### STEP 1 CHOOSE YOUR LOCATION & DATE

Choose a date that gives you enough time to plan and invite guests—weekends or holidays work well for most people. Your own backyard is perfect, but you could also host at a friend's house.

Wanting to create a community cookout? Consider hosting at a local park (just be sure to check if you need a permit). Consider a rain date just in case!





## STEP 2 PLAN THE MENU

Your cookout menu sets the tone—fun, casual, and full of comfort food. It doesn't have to be fancy to be delicious (and fundraising-friendly)!

### **Main Course Ideas**

Offer a variety of grill-friendly options to satisfy everyone:

- Burgers & Hot Dogs – classic and crowd-pleasing
- Veggie or Plant-Based Options – for vegetarian/vegan guests
- BBQ Chicken or Pulled Pork Sliders – great if you want a “Cookout King” touch
- Grilled Kabobs – colorful and easy to serve

Tip: Offer a suggested donation for each plate or item (e.g., \$5–\$10), or create a “meal deal” with sides and a drink.

### **Side Dish Ideas**

Keep it simple and easy to prep ahead:

- Potato salad or pasta salad
- Chips & dips
- Corn on the cob
- Watermelon slices or fruit skewers
- Baked beans or coleslaw

Ask a few friends to bring sides potluck-style—it adds variety and reduces your prep time!

### **Drinks & Desserts**

Refreshing and sweet touches go a long way:

- Lemonade or Iced Tea (bonus if it's a lemonade stand!)
- Bottled water or canned soda
- Brownies, cookies, or cupcakes
- Ice pops for kids (and nostalgic adults!)

You can also set up a donation drink station with coolers and a sign like “Grab a drink – Give what you can!”

### **Make It Special**

Want to take it up a notch?

- Give your cookout a theme (e.g., “Tropical BBQ” or “All-American Grill”)
- Create a “Rare Recipe” dish named after your connection to Nexus Outreach
- Print mini menus or signs to display the food and donation suggestions

Planning a balanced menu helps make your event enjoyable, smooth to run, and easier to fundraise—plus, everyone leaves full and happy!



## STEP 3 SET UP A DONATION STATION & MAKE IT FUN!

Make giving easy and visible! Set up a table or sign with:

- A donation jar or box for cash
- A QR code linking to your Nevus Outreach fundraiser page
- A short message or story explaining why you're raising funds for people with CMN
- You can even offer small thank-you items like stickers or baked goods for donations.

Beyond the food, create a fun and welcoming atmosphere with:

- Music, lawn games, or a raffle
- A short moment to talk about Nevus Outreach and why this cause matters to you
- Printed materials or posters with CMN facts and stories
- You can even wear "Rare Dads" or Nevus Outreach swag to spread awareness while grilling!



Important: Nevus Outreach does not cover expenses. Sponsors should write checks directly to vendors, not Nevus Outreach. Ensure all sponsors complete a donation form to receive tax credit. Questions? Contact us at [info@nevus.org](mailto:info@nevus.org).



## STEP 4 SPREAD THE WORD

Invite friends, family, neighbors, coworkers—anyone who loves good food and a good cause! Promote your event by:

- Creating a Facebook or Eventbrite page
- Posting on social media with fun images or countdowns
- Sending texts, emails, or handing out simple flyers
- Be sure to include the time, location, purpose of the event, and donation options—even if someone can't attend, they may still want to support!

### Spreading the Word with Local Media

Hosting a bigger event at a park? If you know someone in local media, don't hesitate to reach out! Media sponsors are rare but impactful. If a local station or anchor shows interest, let us know ASAP at [info@nevus.org](mailto:info@nevus.org)—we can help. Free publicity can make all the difference!

**Start sharing—it's time to get your community involved!**



## STEP 5 WE'RE HERE EVERY STEP OF THE WAY

Hosting a fundraiser event might feel overwhelming, but don't worry—we're here to support you every step of the way! To make things easier, we've included optional resources to help you stay organized:

- [Click here to request your donation page](#)
- Cash log / We can also provide a Digital Form for this

Don't feel like you need to tackle everything at once—we're here to walk you through it all and provide any help you need. Let's get started together! Reach out today at [info@nevus.org](mailto:info@nevus.org).



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## Nevus Outreach 'Backyard Cookout' TITLE SPONSORSHIP PROPOSAL

As the Title Sponsor for this event, your company will receive:

- Bannering and signage rights throughout the course
- Space at the event to set up and display your company and/or products
- Logo placement on all printed materials including posters and flyers
- Logo placement on the t- shirts
- Welcoming rights at the beginning of the cookout
- Special recognition at the cookout
- Logo inclusion in print materials and event web page

In return, Nevus Outreach will receive:

- \$1,000 Title Sponsorship Fee (due upon signing)

Please Note: To be included in all print materials including posters, flyers, print, etc. agreement must be signed before \_\_\_\_\_

Agreed and Accepted By:

Name \_\_\_\_\_ Date \_\_\_\_\_

Nevus Outreach Contact \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_







## Nevus Outreach 'Backyard Cookout' SNACK/FOOD SPONSORSHIP PROPOSAL

As a Snack/Food Sponsor for this event, your company will receive:

- Bannering rights at the cookout
- Sampling rights at the cookout
- Special thank you at the kick-off
- Logo inclusion in print materials and event web page

Please Note: To be included in all print materials including posters, flyers, print, etc. agreement must be signed before \_\_\_\_\_

Agreed and Accepted By:

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_





## Nevus Outreach 'Backyard Cookout' BEVERAGE SPONSORSHIP PROPOSAL

As a Beverage Sponsor for this event, your company will receive:

- Bannering rights at the cookout
- Sampling rights at the cookout
- Special thank you at the kick-off
- Logo inclusion in print materials and event web page

Please Note: To be included in all print materials including posters, flyers, print, etc. agreement must be signed before \_\_\_\_\_

Agreed and Accepted By:

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_





## IN KIND DONATION FORM

The following item has been donated to the \_\_\_\_\_ event to benefit the Nevus Outreach.

Please use a separate form for each item donated.

Item \_\_\_\_\_ Retail Value \_\_\_\_\_

Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Restrictions and Limitations (if any) \_\_\_\_\_

\_\_\_\_\_

Name of Company/Individual Donating Item \_\_\_\_\_

Person to be acknowledged \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Solicited by \_\_\_\_\_

Donation accepted by \_\_\_\_\_ for \_\_\_\_\_

☐ Please check if pick up is required.

Thank you from Nevus Outreach, your support is sincerely appreciated. Proceeds benefit those touched by CMN, NCM, and related conditions to further community, awareness, and advance research.

Donations are tax deductible to the full extent allowed by law. The Nevus Outreach is a not-for-profit organization with section 501(c)(3) status. The EIN is 59-3455128.

